



Launchpad

Amelia Crouch

The output is an exhibition that playfully explore the semiotics of language through film, screen prints and text art. The works were selected by Adam Smythe, Curator at The Bluecoat (Liverpool), and Castlefield Gallery's Programme Manager, Matthew Pendergast.

Research process

Starting points for Crouch's playful works include word games, homonyms, anagrams, children's songs and quasi-scientific experiments. Though accepting the unruly nature of words her works are haunted by a dream of systematic order. They emphasise repetitive learning, experiment and methodological actions, which ultimately appear absurd as the works loop or conclude with no defined resolution.

Research insights

Experience tells us that language is indeterminate, uncertain and relational. Words often evoke something other or more than they are intended to, as they attempt to communicate the physical and visual world beyond written language.

Dissemination

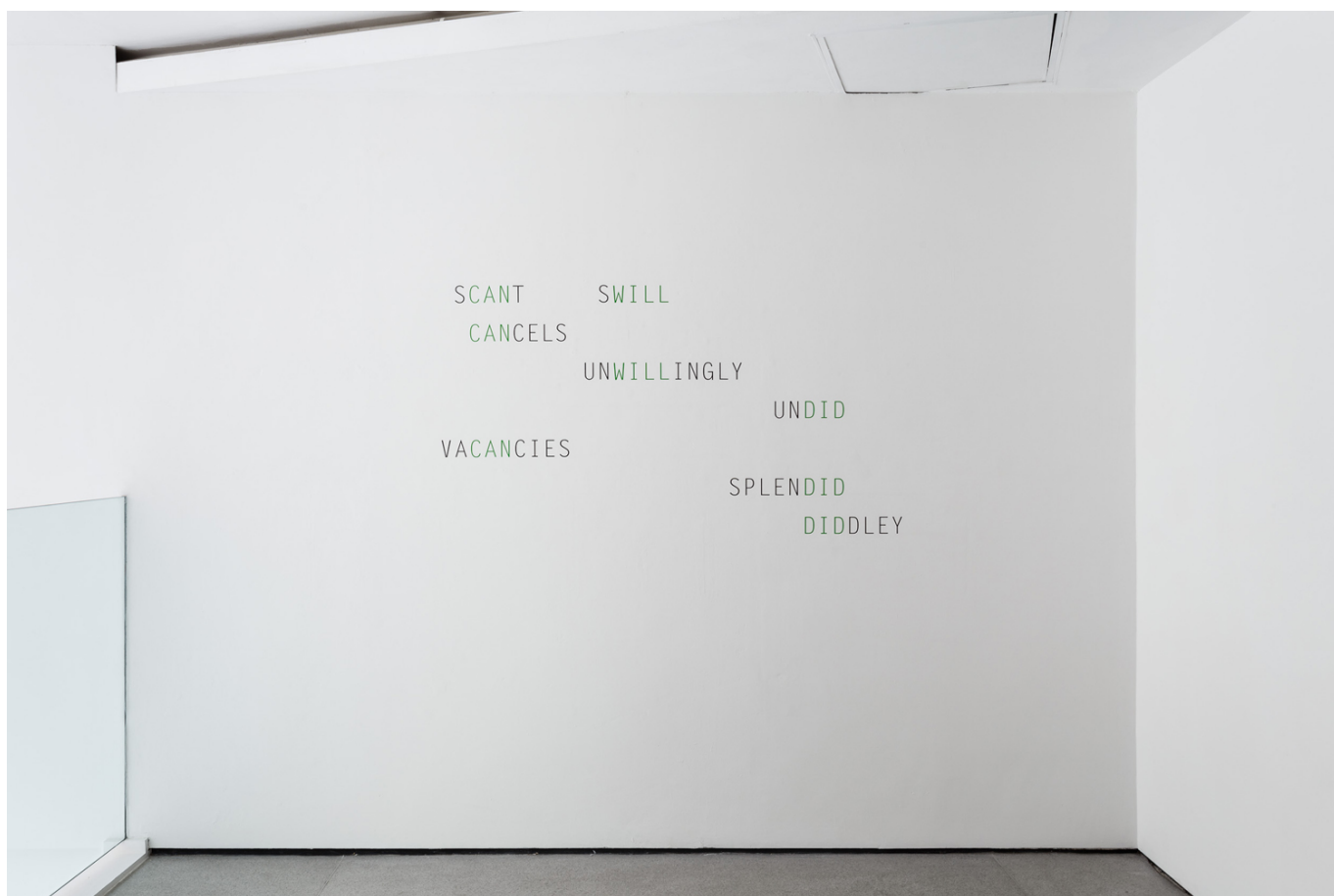
The output was disseminated as *Launchpad* at Castlefield Gallery, Manchester, 29 July - 7 August 2016.



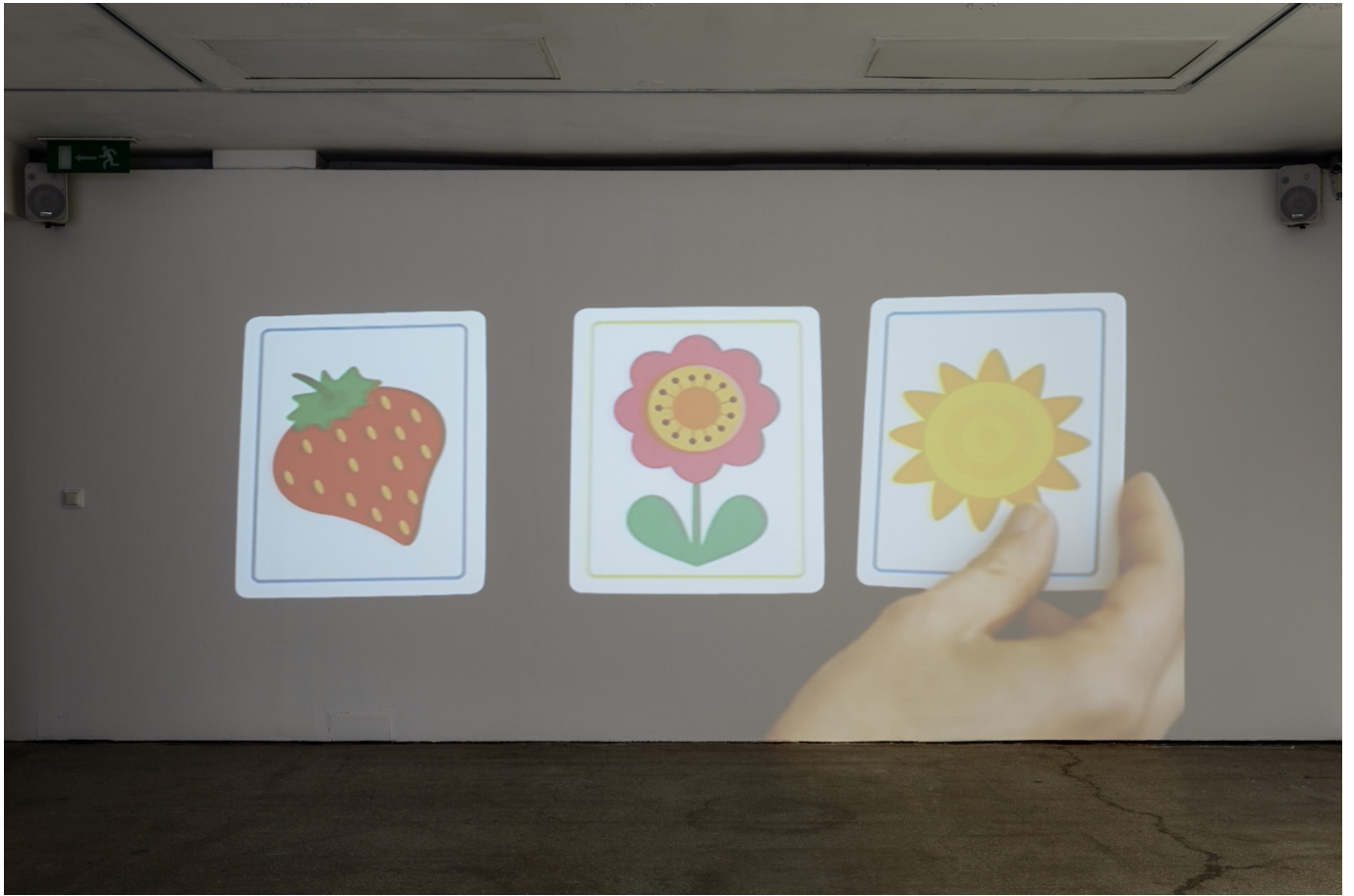
Installation shots. Top: **Untitled (Prepositions)** (2015), **In** (2015). Bottom: **Sensible Objects** (2014), **Elsewhere Words** (2015), **Ifs & Butts** (2013). All photo credits: Jules Lister



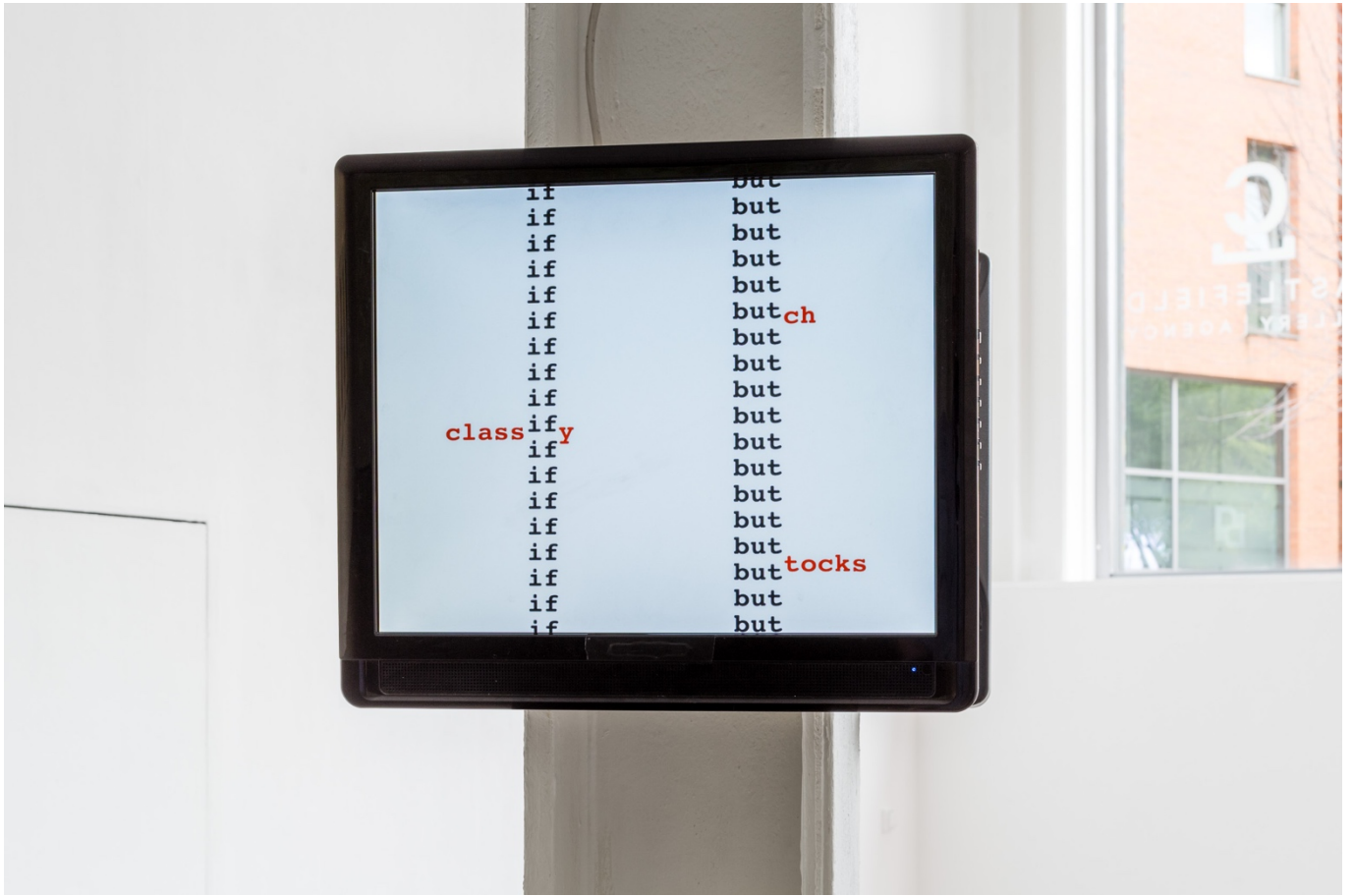
Sensible Objects, screen prints (2015)



Is (top), **Can Will Did** (bottom), both vinyl wall text (2013-16)



Attention is rarely directed to the space between the leaves, digital video (2016)



Ifs & Butts (top), **Double Over** (bottom), both digital video (2013)

Press / Blogs

Clark, R. (2016) 'Amelia Crouch: Preview,' *The Guardian Guide*, 25 June 2016.

Cordwell, P. (2016) 'Amelia Crouch: Review,' *a-n*, 02 September 2016 [online]

<https://www.a-n.co.uk/reviews/amelia-crouch/>

Dickinson, S. (2016) 'Castlefield Gallery – Amelia Crouch,' *Sustaining Your Practice*, 31 July 2016 [online]

<https://stansocasyp.wordpress.com/2016/07/31/castlefield-gallery-amelia-crouch>

Funding

A number of works included in the exhibition were supported by an Arts Council research and development grant (2014-1015). Launchpad came after the grant period but provided an opportunity to exhibit a number of these works together along with relevant prior and subsequent pieces.

Related screenings

Moving image artworks from the exhibition have also been individually shown at the following screenings:

2017 Film Material #20, Rogue Cinema, Manchester

2014 Northern Artist Film Programme, Quays Culture, Salford

2014 Gnarl Fest, The University of Lincoln.

2014 Breeze Creatives, Old Shire Hall, Durham.

2014 HOARD, Leeds.

2014 Home Movies, The Assembly Rooms, Lancaster.

2013 Peacock Visual Arts, inclusion in a show reel of kinetic typography.

2013 To-Morrow or To-Day, Sascastoa, Ghent and Mexico, Leeds.

2013 Hanover Project Video Festival, UCLan, Preston.

2013 Sideshow, Heiska, Hämeenkyrö, Finland.